



The Connecticut State Legislature  
Finance, Revenue, and Bonding Committee  
Legislative Office Building  
Room 3700  
Hartford, Connecticut 06106

Dear Members of the Finance, Revenue, and Bonding Committee

Thank you for the opportunity to testify regarding **HB 5645**, AN ACT ESTABLISHING A TAX ON SOCIAL MEDIA PROVIDER COMPANIES.

The Connecticut Broadcasters Association is a nonprofit organization representing the FCC-licensed television and radio stations of Connecticut, as well as other Connecticut-based media companies. Our members range from single-station operators to affiliates of national corporations. Many of them have content on social media platforms and some of their advertising packages include social media, but none of them are what would be considered "social media providers". Their business is providing content to the viewers and listeners in Connecticut.

We are concerned that HB 5645 could unintentionally include broadcasters and other programming providers in the definition of "social media providers" and subject them to taxation on "the revenue from social media advertising services", which is yet undefined.

FCC- licensed broadcasters rely heavily upon advertising revenue to produce content and create jobs. Covid-19 has had a devastating impact on the industry, causing many broadcasters to seek relief just to stay on the air. Incremental taxation would further undermine their tenuous positions.

As is being done with a similar measure in the state of Maryland, we respectfully request that broadcasters and other programming providers be exempted from HB 5645. We would welcome the opportunity to work with you on language to accomplish that objective while still retaining the intent of the bill.

Thank you for your consideration.

Sincerely,

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